

Free
flyer!

Bonnie Marietta Consumer-Direct Fish

Morro Bay, California, Summer 2003, Issue 5 ©

Quality
FRESH
FISH,
direct
from the
boat to
you!

The *Bonnie Marietta* is a 38-foot commercial fishing boat owned by Bonnie and Mark Tognazzini of Morro Bay, on California's beautiful Central Coast. In 1997, the Tognazzinis turned to consumer-direct fresh fish sales in response to the increasing disparity between wholesale and consumer fish prices. They have built a large and loyal following of customers who appreciate the value and quality of the *Bonnie Marietta's* fresh salmon and albacore. From approximately May through September, Captain Mark fishes during the week, weather permitting. Depending on supply (remember, it's called "fishing" not "catching"), dockside sales generally begin on Saturday at 8 a.m., but may start Friday or run into Sunday. Weekly e-mail updates are sent to customers wishing to receive them.

**2003 Albacore price:
\$1.75 per pound**

Why buy albacore?

Albacore is the most prized member of the tuna family. It is extremely nutritious and incredibly versatile as a fresh or canned product.

NUTRITION: Albacore is an excellent source of quality protein, providing one of the highest levels of protein of all seafood, with a minimum of calories, fat, and sodium. A 3½ ounce serving contains 25 grams of protein (fully half the adult daily requirement), 158 calories, 6 grams of fat, 22 milligrams of cholesterol, and 51 milligrams of sodium. In addition, there has been a great deal written in recent years about the health benefits of regularly eating fish such as salmon and albacore, which are naturally rich in omega-3 fatty acids.

VERSATILITY: Often albacore is viewed as a canning fish, when in fact, it can be grilled, baked, broiled, poached, microwaved, sautéed, smoked, or eaten raw in sushi and as sashimi. It can be prepared with any of your favorite seasonings or marinades: simple or exotic, homemade or store-bought. Don't think of it as only an entree; it can also be featured in chowders and soups, pastas, appetizers, salads, sandwiches, and more!

Why buy from the *Bonnie Marietta*?

The albacore that is sold by the *Bonnie Marietta* is caught using surface-trolled hooks and lines. It is truly unique in that it is FRESH, not frozen, and has been SPIKED, BLED, GUTTED, GILLED and ICED at SEA. Spiking prevents fish from flopping around on deck or on each other, after being caught. Bleeding, gutting, and gilling at sea allows the fish to cool much more rapidly, from the inside out as well as the outside in. It also saves you at least 10% at the scale. Other fishermen may bleed their catch, but few make the extra effort to gut and gill at sea, and you should DEMAND IT! After receiving this premium handling, our albacore is packed in ice in the *Bonnie Marietta* fish hold until the moment you purchase it.

The *Bonnie Marietta* can only sell its fish whole. Sizes will vary each fishing trip. Once you purchase your fish, you can take it home whole or have it cut to order, for FREE! Custom cutting options include steaks, fillets, and roasts. Ice is also free, if you need it for the trip home. Don't be afraid to ask questions whether you are a first-time customer or a long-time "regular." We always endeavor to give you the service you deserve!

THE BOTTOM LINE: The quality of our albacore can be seen and tasted! Don't accept anything less than exceptional quality, value, and service for your money! The *Bonnie Marietta* wants to be your source for fresh salmon and albacore!

**Mark and Bonnie Tognazzini can be reached at
305 Avalon Street, Morro Bay, CA 93442
mbtog@aol.com
805-772-1560 (home), or 805-441-1451 (boat)**

Albacore Do's and Don'ts ...

To care for your fish, and maintain its high quality, here are a few tips:

GENERAL CARE

- ⇒ DO keep the fish cold at all times.
- ⇒ DO lightly rinse and pat with a paper towel before cooking or freezing. DO NOT immerse the fish in water, even briefly, as it will get mushy!
- ⇒ If you chose fillets, the few remaining bones and dark red lateral stripe can be easily removed prior to or after cooking. The darker flesh has a stronger flavor, but you may like it. It will not affect the flavor of the surrounding white flesh.
- ⇒ If you don't intend to consume your fish within about five days, DO freeze some or all of it, sooner rather than later.

FREEZING

- ⇒ DO NOT freeze albacore in water!
- ⇒ DO freeze the albacore in airtight packaging. DO protect the fish well with multiple layers of plastic wrap AND a freezer bag or butcher paper. Some customers use "Foodsaver" type vacuum bags.
- ⇒ DO freeze meal-sized portions. DO NOT freeze extra large containers of fish as it takes too long for the center to freeze, allowing quality to deteriorate. Also, packages freeze from the outside in, and food expands when frozen. This pressure may turn the center of the fish mushy when thawed.
- ⇒ DO use frozen fish within a reasonable amount of time. Experts recommend using frozen fish within three months. Customers report good success with fish that was frozen for longer than three months, but only you can judge if fish frozen for a longer period meets your standards. Fish will maintain its quality longer in a freezer maintained at zero degrees.

COOKING

- ⇒ DO NOT OVERCOOK! The biggest mistake people make in cooking albacore is to overcook it! Albacore has virtually no connective tissue, so it only needs to be cooked long enough to set the delicate protein. When albacore is overcooked, it loses moisture and flavor. DO check your albacore as it cooks and remove it from the heat source when the very center is still slightly pink/translucent. (Mark likes to say, "If you think it isn't *quite* done, it probably is!") The fish will finish cooking in the few minutes it takes to get it to the table. DO NOT rely solely on a timer, especially when grilling! (Barbecues can vary greatly in temperature, and the time will be affected by the size of the portions you are cooking.)
- ⇒ Grilling is a favorite method for preparing albacore. For best results, barbecue grills and baskets need to be well seasoned and generously coated with nonstick spray. You may wish to baste during grilling, to keep the albacore moist and to prevent sticking, or you may prefer to marinate in advance.
- ⇒ Canning albacore is surprisingly easy and economical! A number of Mark and Bonnie's friends and family can albacore, even though they don't normally can other foods. You don't have to consider yourself a "canner" to give it a try. Consult your favorite cookbook, the Internet, or ask for the *Bonnie Marietta's* canning handout.
- ⇒ DO experiment! Fresh albacore is supremely versatile. Try substituting albacore in your favorite chicken, beef, or pork recipes. You are limited only by your imagination.
- ⇒ Left-over cooked albacore is excellent. Try it in soups, salads, or on sandwiches. Cooked albacore may also be frozen in meal-sized quantities, defrosted as needed, and used like canned tuna.



SIGN UP FOR the Bonnie Marietta FISH LIST!

IT'S FREE!

Sign up for our "Fish List" e-mail update if you would like to know when fish is available from the *Bonnie Marietta*. It's free and it's easy! E-mails are sent weekly through salmon and albacore seasons (approximately May through Sept.). Just send an e-mail to us at mbtog@aol.com and ask to be put on the "Fish List."

We don't give your address to anyone and it can't be viewed by other recipients of the weekly update.

P.S. If you don't hear from us within a week, e-mail again, to be sure your message was received.

TELL YOUR FRIENDS!

Do the math ... it adds up to value!

New customers sometimes are hesitant to buy a whole fish. If a whole fish seems like too much, remember that it will stay fresh for about five days, you can freeze some, and you can share it with others. You might also be able to find a friend to split a fish with you!

Some people are also concerned about the amount of return after the fish is cut. You are welcome to keep all parts of your fish (some people want the head and spine for cooking or for garden fertilizer). Even if you leave the head and spine behind, your return on a fish will exceed 50%. A fifteen-pound fish will yield 7-8 pounds of return. Have you checked the price of fresh albacore at your grocery store lately? How confident are you of the quality and freshness of their albacore? How many times has that fish changed hands before reaching you? As you can see, it all adds up to even MORE reasons to buy whole albacore from the *Bonnie Marietta*!

DID YOU KNOW?



Albacore is considered a "best choice" fishery by the Monterey Bay Aquarium, in Monterey, California, based on the following criteria:

- 1) It has a wild population abundant enough to sustain commercial fishing.
- 2) It has low levels of wasted catch or "bycatch."
- 3) Fish are caught in ways that protect the environment.

Captain Mark's Tequila Splash MARINADE

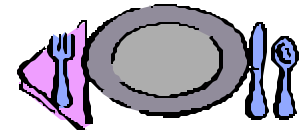
1/2 c. margarine or butter
1/2 c. brown sugar
1/2 c. Teriyaki sauce
1/4 to 1/2 c. Tequila
10 minced garlic cloves
small diced onion
lemon/lime juice (optional)
celery salt, to taste
garlic salt, to taste

DIRECTIONS: Heat together on stovetop just until butter is melted. Marinate albacore for a minimum of 15 minutes if it is cut in small pieces. Large uncut fillets can be marinated for several hours.

Captain Mark's As You Like It TARTAR SAUCE

mayonnaise
garlic, finely diced
onion, finely diced
dill pickles, finely diced
lemon juice
pickle juice
salt and pepper
Tabasco sauce
parsley or cilantro (optional)

DIRECTIONS: Mix in quantities to your taste.



More on the web!

Bonnie Marietta Website

www.sloshopper.com/BonnieMarietta

The Western Fish Owners Association (WFOA)

www.wfoa-tuna.org

Recipes

www.allrecipes.com

www.recipesource.com

On Internet recipe websites, if you search on "tuna," you will often find recipes that call for canned tuna; substitute cooked albacore instead! Also, broaden your search from "albacore" to "fish," as you can substitute albacore in many fresh fish recipes.

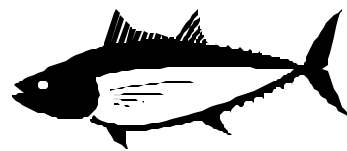
We do research charters too!

When not fishing for salmon or albacore, the *Bonnie Marietta* is available for research and support charters on a daily, weekly, or monthly basis, for the entire west coast. An owner-operated vessel can be a cost effective way to handle many ocean research needs.

Captain Mark has over 33 years of experience in commercial and passenger fishing, and ocean research. See our website for more information!



When not at sea, the Bonnie Marietta is docked in Morro Bay, California. Look for it on the Embarcadero just north of Beach Street. Come by to buy a fish or just to watch us sell our catch (most Saturdays, but sometimes Sundays as well), May through September. You'll find the Tognazzini crew friendly and helpful. It's a one-of-a-kind family operation!



Did you know?

Canned tuna comprises the bulk of the fish consumed in this country, and the price and the grade of canned tuna is dependent upon the kind of tuna used.

Albacore (*Thunnus alalunga*) is considered the best of all types of tuna. Canned skipjack and yellowfin tuna are sold as "light meat," but only albacore can be labeled as premium "white meat" tuna. Notice the price!

Just wait until you try it FRESH! What a treat!

The Bonnie Marietta
Mark and Bonnie Tognazzini
305 Avalon Street
Morro Bay, CA 93442

